

Tinashe Chuchu

List of Publications by Year in descending order

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Version: 2024-02-01

35
papers

166
citations

1684188

5
h-index

1372567

10
g-index

35
all docs

35
docs citations

35
times ranked

83
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring the impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. International Journal of Research in Business and Social Science, 2022, 11, 176-187.	0.3	4
2	Political campaigns in South Africa: Does celebrity endorsement influence the intention to vote?. Journal of Public Affairs, 2021, 21, e2225.	3.1	7
3	The LGBTQAI+ community and luxury brands : exploring drivers of luxury consumption in South Africa. African Journal of Business and Economic Research, 2021, 16, 207-225.	0.4	1
4	THE IMPACT OF DOLLARIZATION POLICY ON ZIMBABWE EXPORTS: A GRAVITY MODEL APPROACH. International Journal of Economics and Financial Issues, 2021, 11, 55-63.	0.5	0
5	The South Africa 2010 FIFA World Cup: A Look Back: Perceptions of its Impact on Tourism in South Africa. International Review of Management and Marketing, 2021, 11, 49-58.	0.3	0
6	Does online ideal self-matter? Consumer perceptions of online brand advertisement. International Journal of Research in Business and Social Science, 2021, 10, 11-21.	0.3	1
7	An empirical investigation into organizational level antecedents of value co-destruction in Lisbon, Portugal: A hospitality sector case. International Journal of Research in Business and Social Science, 2021, 10, 83-92.	0.3	0
8	From selected multi-sensory dimensions to positive word of mouth: Data on what really drives generation z consumers to be attached to quick service restaurants in bloemfontein, south africa?. Data in Brief, 2020, 32, 106279.	1.0	3
9	Threats, Challenges, And Opportunities for Open Universities and Massive Online Open Courses in The Digital Revolution. International Journal of Emerging Technologies in Learning, 2020, 15, 191.	1.3	22
10	An Investigation on Mobile Banking and Co-creation Services Adoption Intention in South Africa. International Journal of Interactive Mobile Technologies, 2020, 14, 137.	1.2	3
11	Modelling fashion clothing involvement among gay consumers in South Africa. Cogent Social Sciences, 2020, 6, 1760415.	1.1	2
12	An Analysis of the Intention of Consumers to Adopt Branded Mobile Applications in South Africa. International Journal of Interactive Mobile Technologies, 2020, 14, 138.	1.2	3
13	Data on occupational health and safety strategies influencing the reduction of coronavirus in South Africa. Data in Brief, 2020, 32, 106300.	1.0	2
14	RENEWABLE ENERGY ACCESS CHALLENGE AT HOUSEHOLD LEVEL FOR THE POOR IN RURAL ZIMBABWE: IS BIOGAS ENERGY A REMEDY?. International Journal of Energy Economics and Policy, 2020, 10, 282-292.	1.2	1
15	Examining the usage of Instagram as a source of information for young consumers when determining tourist destinations. South African Journal of Information Management, 2020, 22, .	0.8	7
16	Student Perceptions Towards the use of YouTube as An Educational Tool for Learning and Tutorials. International Journal of Instruction, 2020, 13, 119-138.	1.3	29
17	THE IMPACT OF AIRPORT EXPERIENCE ON INTERNATIONAL TOURISTSâ€™ REVISIT INTENTION: A SOUTH AFRICAN CASE. Geojournal of Tourism and Geosites, 2020, 29, 414-427.	0.9	4
18	RELIGIOUS TOURISM: AN ANALYSIS OF ANTECEDENTS OF THE INTENTION TO PARTICIPATE IN RELIGIOUS FESTIVALS. Enlightening Tourism: A Pathmaking Journal, 2020, 10, 111.	1.1	1

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19	THE RESPONSE OF ZIMBABWE TOBACCO EXPORTS TO REAL EXCHANGE RATES VOLATILITY. <i>Journal of Agribusiness and Rural Development</i> , 2020, 56, .	0.3	0
20	An application of internal marketing for sustainable competitive advantage in Johannesburg construction firms. <i>African Journal of Business and Economic Research</i> , 2020, 15, 183-200.	0.4	1
21	An Examination of the Determinants of the Adoption of Mobile Applications as Learning Tools for Higher Education Students. <i>International Journal of Interactive Mobile Technologies</i> , 2019, 13, 53.	1.2	10
22	An Investigation into the Factors Influencing the Purchase Intentions of Smart Wearable Technology by Students. <i>International Journal of Interactive Mobile Technologies</i> , 2019, 13, 15.	1.2	3
23	Data on the relationship between traveller perceived value and traveller intention to revisit a destination. <i>Data in Brief</i> , 2019, 26, 104435.	1.0	2
24	PERCEPTIONS OF THE EFFECTIVENESS OF TWITTER AS A CROWDFUNDING COMMUNICATION TOOL FOR RAISING UNIVERSITY FEES. <i>Communitas</i> , 2019, 24, 1-17.	0.1	2
25	An Investigation of Young Consumers's Perceptions Towards the Adoption of Electric Cars. <i>African Journal of Business and Economic Research</i> , 2019, 14, 107-126.	0.4	3
26	Key drivers that influence store choice in the contemporary Gauteng apparel retail market. <i>Journal of Contemporary Management</i> , 2019, 16, 201-233.	0.5	1
27	Facebook Communication and Marketing Influence on Decision-Making and Choice of University Student Representatives: A Student's Perspective. <i>Romanian Journal of Communication and Public Relations</i> , 2019, 21, 7.	0.6	5
28	An Empirical Study on the Predictors of the Perceived Quality of Learning at Institutions of Higher Education: 2D Model Approach. <i>International Journal of Emerging Technologies in Learning</i> , 2019, 14, 67.	1.3	0
29	The influence of store environment on brand attitude, brand experience and purchase intention. <i>South African Journal of Business Management</i> , 2018, 49, .	0.8	15
30	An empirical investigation into the relationship between sustainability and supply chain compliance within the South African Public and the private sector. , 2018, 12, .		8
31	An Application of the Marketing Mix and Online Marketing as a Business Strategy for SMME Cafes in South Africa. <i>Journal of Economics and Behavioral Studies</i> , 2016, 8, 14-25.	0.3	3
32	Factors Influencing Fashion Adoption among the Youth in Johannesburg, South Africa. <i>Journal of Economics and Behavioral Studies</i> , 2016, 8, 92-108.	0.3	6
33	The Impact of Inclusive Education on Learners with Disabilities in High Schools of Harare, Zimbabwe. <i>Journal of Social and Development Sciences</i> , 2016, 7, 88-96.	0.1	2
34	To Vote or Not To Vote: Marketing Factors Influencing the Voting Intention of University Students in Johannesburg. <i>Journal of Economics and Behavioral Studies</i> , 2015, 7, 81-93.	0.3	10
35	Antecedents of psychological well-being among workers within small and medium enterprises. <i>SA Journal of Industrial Psychology</i> , 0, 45, .	0.5	5